



KXAS
3100 McKinnon
8th Floor
Dallas, TX 75201
(214) 745-5555

www.nbcdfw.com

CONTRACT

<u>Contract / Revision</u>		<u>Alt Order #</u>
337917 /		WOC10033874
<u>Product</u>		
<u>Political</u>		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/16/12 - 10/22/12	2357	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
WENDY DAVIS FOR SENATE	10/05/12 / 10/05/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KXAS	Corey Lane	Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	395	402
<u>Agency Ref</u>	<u>Advertiser Ref</u>	
00562	09576	

And:

BUYING TIME MEDIA
650 MASSACHUSETTS AVE. N.W.
WASHINGTON, DC 20001
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount										
N 1	KXAS	10/16/12	10/22/12	5A-530A NBC5 TODAY	5A-530A		:30			NM	3	\$600.00										
LUR																						
<table border="1"> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> </tr> <tr> <td>Week: 10/16/12</td> <td>10/22/12</td> <td>111----</td> <td>3</td> <td>\$200.00</td> </tr> </table>													Start Date	End Date	Weekdays	Spots/Week	Rate	Week: 10/16/12	10/22/12	111----	3	\$200.00
Start Date	End Date	Weekdays	Spots/Week	Rate																		
Week: 10/16/12	10/22/12	111----	3	\$200.00																		
N 3	KXAS	10/16/12	10/22/12	6A-7A NBC5 TODAY	6A-7A		:30			NM	5	\$7,125.00										
CDR																						
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Start Date	End Date	Weekdays	Spots/Week	Rate																		
Week: 10/16/12	10/22/12	11111--	5	\$1,425.00																		
N 4	KXAS	10/16/12	10/22/12	7A-9A TODAY SHOW	7A-9A		:30			NM	5	\$7,125.00										
CDR																						
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Start Date	End Date	Weekdays	Spots/Week	Rate																		
Week: 10/16/12	10/22/12	11111--	5	\$1,425.00																		
N 5	KXAS	10/16/12	10/22/12	9A-10A TODAY 2	9A-10A		:30			NM	5	\$1,750.00										
LUR																						
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Start Date	End Date	Weekdays	Spots/Week	Rate																		
Week: 10/16/12	10/22/12	11111--	5	\$350.00																		
N 6	KXAS	10/16/12	10/22/12	10A-11A TODAY 3	10A-11A		:30			NM	5	\$750.00										
LUR																						
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Start Date	End Date	Weekdays	Spots/Week	Rate																		
Week: 10/16/12	10/22/12	11111--	5	\$150.00																		
N 7	KXAS	10/16/12	10/22/12	NBC5 TODAY AT 11AM	11A-1130A		:30			NM	5	\$750.00										
LUR																						
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Start Date	End Date	Weekdays	Spots/Week	Rate																		
Week: 10/16/12	10/22/12	11111--	5	\$150.00																		
N 8	KXAS	10/16/12	10/22/12	1P-2P DAYS OF OUR LIVE! 1P-2P			:30			NM	5	\$1,125.00										
LUR																						

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCU CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 337917 /	Alt Order # WOC10033874	
Contract Dates 10/16/12 - 10/22/12	Product Political	Estimate # 2357
Advertiser WENDY DAVIS FOR SEN.		Original Date / Revision 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 9	KXAS	10/16/12	10/22/12	3P-4P M-F ELLEN DEGENE	3P-4P		:30			NM	3	\$1,200.00
LUR												
N 10	KXAS	10/16/12	10/22/12	4P-5P NBC5 NEWS	4P-5P		:30			NM	5	\$2,000.00
LUR												
N 11	KXAS	10/16/12	10/22/12	5P-530P NBC5 NEWS	5P-530P		:30			NM	5	\$4,750.00
CDR												
N 12	KXAS	10/16/12	10/22/12	6P-630P NBC5 NEWS	6P-630P		:30			NM	5	\$5,750.00
CDR												
N 13	KXAS	10/16/12	10/22/12	630P-7P EXTRA 1560	630P-7P		:30			NM	5	\$4,000.00
LUR												
N 14	KXAS	10/16/12	10/22/12	10P-1035P L. NEWS 2000	10P-1035P		:30			NM	4	\$9,880.00
CDR												
N 15	KXAS	10/16/12	10/22/12	1035P-1135P TONIGHT S	1035-1135P		:30			NM	5	\$3,250.00
LUR												
N 17	KXAS	10/16/12	10/18/12	TH9-10P ROCK CENTER	9P-10P		:30			NM	1	\$1,800.00
LUR												
N 18	KXAS	10/16/12	10/20/12	6A-7A SAT NBC5 NEWS	6A-7A		:30			NM	1	\$200.00
LUR												
N 19	KXAS	10/16/12	10/20/12	7A-9A SAT TODAY	7A-9A		:30			NM	1	\$375.00
LUR												
N 22	KXAS	10/16/12	10/20/12	1030P-12M SATURDAY NIG 1030P-12A			:30			NM	1	\$1,500.00
LUR												

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FOR NBC/TELECONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision 337917 /	Alt Order # WOC10033874	
Contract Dates 10/16/12 - 10/22/12	Product Political	Estimate # 2357
Advertiser WENDY DAVIS FOR SEN.		Original Date / Revision 10/05/12 / 10/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1-				1	\$1,500.00			
N 23	KXAS	10/16/12	10/21/12	530A-6A CHRIS MATTHEW	530A-6A		:30			NM	1	\$75.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1				1	\$75.00			
N 24	KXAS	10/16/12	10/21/12	6A-7A SUN NBC5 NEWS	6A-7A		:30			NM	1	\$225.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1				1	\$225.00			
N 25	KXAS	10/16/12	10/21/12	7A-8A SUNDAY TODAY	7A-8A		:30			NM	1	\$350.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1				1	\$350.00			
N 26	KXAS	10/16/12	10/21/12	8A-9A SUN NBC5 NEWS	8A-9A		:30			NM	1	\$300.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1				1	\$300.00			
N 27	KXAS	10/16/12	10/21/12	9A-10A MEET THE PRESS	9A-10A		:30			NM	1	\$1,500.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1				1	\$1,500.00			
N 28	KXAS	10/16/12	10/21/12	FOOTBALL NIGHT AMERIC/6P-715P			:30			NM	1	\$1,500.00
LUR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1				1	\$1,500.00			
N 29	KXAS	10/16/12	10/22/12	530A -6A NBC 5 TODAY	530A-6A		:30			NM	1	\$855.00
CDR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/16/12	10/22/12	1-----				1	\$855.00			
N 30	KXAS	10/16/12	10/20/12	6P-630P NBC5 NEWS SAT	6P-630P		:30			NM	1	\$475.00
CDR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1-				1	\$475.00			
N 31	KXAS	10/16/12	10/20/12	SA9-10P LAW AND ORDER	9P-10P		:30			NM	1	\$1,900.00
CDR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	-----1-				1	\$1,900.00			
N 32	KXAS	10/16/12	10/19/12	5A-530A NBC5 TODAY	5A-530A		:30			NM	2	\$850.00
CDR												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/15/12	10/21/12	---11--				2	\$425.00			

Totals

80 \$61,960.00

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Contract Dates 10/16/12 - 10/22/12	Product Political	Estimate # 2357
Advertiser WENDY DAVIS FOR SEN.		Original Date / Revision 10/05/12 / 10/05/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	80	\$61,960.00	\$52,666.00
Totals	80	\$61,960.00	\$52,666.00

Signature: _____ **Date:** _____

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